

# Welcome! New and Renewed SFMANJ Members

Currently we have 291 new & renewed members. Sports Field Managers Association of New Jersey mailed invoices for 2012 membership dues to all current members. If you did not receive an invoice, please contact us at 856.514.3179 or download the membership form available at [www.sfmanj.org](http://www.sfmanj.org). Mail membership dues direct to SFMANJ, PO Box 205, Pennsville, NJ 08070.

Jamie Achison	Northern Highlands Regional HS
Dan Alvarez	Rutherford Schools
Kyle Amburgey	Upper Freehold Regional School Dist.
Anthony Amiano	Berkely Heights BOE
Joe Barker	Robinsville BOE
Louann Benson	No Brunswick Twp. Parks
Bob Beutel	Borough of Tenafly
Tim Blasja	Berkely Heights BOE
Robert Bongiovi	No Brunswick Twp. Parks
Jason Bowers	Hopewell Valley Reg. School Dist.
Kevin S Brown	Seeton Hall University
Joe Canzano	Rutgers University
Matt Carney	Upper Freehold Regional School Dist.
Carmine Coppolay	Rutherford Schools
Shannon Dech	Hopewell Valley Regional School Dist.
Jason Dittner	Somerset County Parks Commission
Bobby Dwyer	Berkely Heights BOE
Edwin Esquilin	Princeton Recreation Dept
Ralph Flannery	Northern Highlands Regional HS
Richard French	Florham Park DPW
Bill Griffith	Piscataway BOE
Richard Hild	Rutherford Schools
Mark Hines	Newark Public Schools
Alfred Hird	Collingswood Public Schools
Chris A Hustus	Lenape Board of Ed
Chester Jarabek	Mantua Aberdeen Regional School District
Kim Keener	Robinsville BOE
Larry King	Robinsville BOE
Dennis Kunkel	Piscataway BOE
Bruce Labourseur	River Dell Regional School District
Ron Lee	Highland High School
Bill Lemke	Clifton Recreation Dept.
John Lewless	Hopewell Valley Regional School Dist.
Frank Locke	No Brunswick Twp. Parks
Guillermo Lopez	Madison Public Schools
Gerry Macfarlan	Princeton Recreation Dept
Steve Magyari	Princeton Recreation Dept
David Maines	Florham Park DPW
Bob Manning	Piscataway BOE
Anthony Marrone	Clifton Recreation Dept.
Michael McCormick	No Brunswick Twp. Parks
Raymond Mcdowell	Princeton Recreation Dept
Michael Mcininch	Woodbridge High School
Tim Montague	Lawrence BOE
Evan Moorhead	Princeton Recreation Dept
Lou Paterno	Rutherford Schools
Jeffery Peck	Piscataway BOE
Phillip Pensinger	St Andrews School

Continued on page 8

## 2012 SFMANJ BOARD OF DIRECTIONS

### OFFICERS

President ..... Matt Olivi, Piscataway BOE  
 Vice President ..... Fred Castenschiold, Storr Tractor Co.  
 Secretary ..... Scott Bills, CSFM, GreenPRO Materials  
 Treasurer ..... Sean Connell, Georgia Golf Construction

### DIRECTORS

Ray Cipperly ..... Middlesex County Vocational and Technical Schools  
 Brad Park ..... Rutgers University  
 Matt Pinkerton ..... Byram Township  
 Don Savard, CSFM, CGM ..... Salesianum School  
 Kevin Shipman ..... Kingsway Regional High School  
 Craig Tolley ..... County College of Morris  
 Mike Viersma ..... The Viersma Companies  
 Rich Watson ..... Pine Hills Public Schools  
 Advisor ..... Dr. James Murphy, Rutgers University  
 Executive Secretary ..... Debbie Savard

### MISSION STATEMENT

Committed to enhancing the professionalism of athletic field managers by improving the safety, playability and appearance of athletic fields at all levels through seminars, field days, publications and networking with those in the sports turf industry.

### Contact us at:

**PO Box 205 • Pennsville, NJ 08070**

Web site: [www.sfmanj.org](http://www.sfmanj.org)

Email: [mail@sfmanj.org](mailto:mail@sfmanj.org) • Phone/Fax: 856-514-3179

### National Organization

Sports Turf Managers Association

[www.stma.org](http://www.stma.org)

Email: [stmainfo@stma.org](mailto:stmainfo@stma.org) • Phone: 800-323-3875

## INSIDE THIS ISSUE

A Message from The President . . . . .	1
New and Renewed SFMANJ Members . . . . .	3
2012 Board of Directors . . . . .	3
Atlantic City Surf Stadium in 2013 . . . . .	4
Problems facing sports field managers: Refining cultural practices to better manage high traffic sports fields . . . . .	5
The Politics of Sports Field Management . . . . .	6
The Sports Turf Manager as a Crisis Communicator . . . . .	8
2013 Calendar of Events . . . . .	8
Spotlight on our Advertisers . . . . .	9
New Jersey Green Expo . . . . .	11

This newsletter is the official quarterly publication of the  
**Sports Field Managers Association of New Jersey.**

For information regarding this newsletter, contact:  
 SFMANJ at (856) 514-3179 or Brad Park at (848) 932-6327  
 Editor: Brad Park, Rutgers University, Email: [park@aesop.rutgers.edu](mailto:park@aesop.rutgers.edu)  
 Layout and Design: Debra Savard, Email: [debbiesavard@aol.com](mailto:debbiesavard@aol.com)

SFMANJ does not necessarily support the opinions of those reflected in the following articles.

# The Sports Turf Manager as a Crisis Communicator

*Sports Turf Managers Association Editorial Staff*

Perhaps you will never be faced with responding to a crisis. But, if you ever have an athlete get injured during play, an employee who gets hurt on the job, a disgruntled employee, a weather related disaster, or an environmental incident, you just might find yourself in the spotlight and under scrutiny.

As a manager of people, you may have to deal with an employee's death or illness, a sudden change in top management, or employee issues of sexual harassment. Each one of these can constitute a crisis. You must be prepared for that decisive moment when your response can lead the crisis to better or to worse. An initial negative perception is nearly impossible to reverse.

## Crisis Communication Response Tips

- Respond within 24 hours.
- Don't point fingers.
- Always be available to the media.
- Be visible and on-site.
- Tell the absolute truth.
- Never say "no comment."

You are judged within the first 30 seconds of speaking if you and the information you are providing is trusted. Appearing empathetic and caring are the most importance characteristics you can exhibit to show "trustworthiness". Your audience will also assess your competence, your honesty and your commitment. Your goal as a communicator is to demonstrate these attributes.

It is important to recognize that the media is usually more interested in covering opposing viewpoints and that bad news and conflict are more newsworthy. Most reporters are working under a tight deadline, have limited scientific and technical knowledge and can be a bit cynical. When preparing to talk with the media, address the principal underlying concern of the audience/questioner/listener keeping your responses short and concise.

In many crisis situations it is important to bring in a third party and to tell the media who you have contacted.

*Continued on page 15*



## 2013 CALENDAR OF EVENTS

**STMA Annual Conference**  
January 15-19, 2013  
Daytona Beach, FL  
800.323.3875  
www.stma.org

**2013 Rutgers NJAES OCPE Courses**  
**Organic Turfgrass Management**  
January 29, 2013

**Reducing Pesticide Inputs & Exploring Organic Options for Sports Turf**  
February 12, 2013

**Baseball & Softball Skin Surface Selection & Management**  
February 20, 2013

**Two-Day Athletic Field Maintenance**  
February 21-22, 2013  
Rutgers Cook Campus  
New Brunswick, NJ  
732.932.9271  
www.cpe.rutgers.edu

## Welcome! New and Renewed SFMANJ Members

*Continued from page 3*

*Onofrio Prinzivalli  
Mike Reissner  
Carmine Ricciardi  
Carl Rossi  
Francisco Rubi  
Mike Rusin  
Frank Russo  
Rich Russo  
Barry Scasserra  
Greg Schabel  
Joseph P Scullion  
Ben Selcow  
Adam Simmons  
Michael Sinesi  
Fred Smith  
Dave Spence  
Blair Spencer  
Ben Stentz  
Tom Storer  
Terrance Tanner  
Victor Tarrazzi  
Norman Torkelson  
Tom Tuttle  
Steve Vandegrift  
Anthony Vitolo  
Chris Whyte*

*No Brunswick Twp. Parks  
E Brunswick Parks and Rec  
Westfield BOE  
Clifton Recreation Dept.  
Newark Public Schools  
Westfield BOE  
No Brunswick Twp. Parks  
Rutherford Schools  
No Brunswick Twp. Parks  
Clifton Recreation Dept.  
Princeton Recreation Dept  
Robinsville BOE  
Glassboro Parks and Rec  
Collingswood Public Schools  
River Dell Regional School District  
Piscataway BOE  
Burlington Twp Rec.  
Princeton Recreation Dept  
Highland High School  
Hopewell Valley Regional School Dist.  
Ridge High School  
Hopewell Valley Regional School Dist.  
Davison Golf  
Lawrence BOE  
Mantua Aberdeen Regional School District  
Berkely Heights BOE*